

**TRU-BAKE**  
**Crackers taste much better than our old square cracker. Because we've improved the formula.**  
 ASK your Grocer FOR  
**Tru Bakes**  
 "The Universal Cracker"  
 TRU-BLU Biscuit Co.,—Spokane, Portland

**FARM PROGRAM TO BE OUTLINED AT CONFERENCE**

(Continued from page 1.)

months in the year we produce few or no vegetables and in other months not enough to supply the market.

Pack Not Standardized.

There was a criticism which was quite general regarding the manner in which local vegetables were prepared for the local markets. It was that there is a lack of standardization and a tendency on the part of the local growers to bring to the market inferior quality produce for which they expected the same price from the merchant that he was paying for standardized products shipped in. There appeared several results from this situation; one was an increased loss to the merchant in spoiled products and a curtailment in the use of vegetables because of dissatisfied consumers. Dealers seem to feel that if the growers could better understand this condition, there would be a growing tendency to improve the quality of local vegetables offered to them. There was also some complaint that the grower peddled his product over the town at the same price he asked the dealer.

It would appear that a better understanding of marketing methods should be taught the producing group. How to select produce and put it up so it would be attractive, also a better ethics practiced in regard to peddling. At the same time it is possible that some distributors do not have a full appreciation of the value to them and to the community of handling the largest possible amount of home grown products. How to overcome this is a subject for serious consideration and an organized effort to cure.

Butter Inferior. From the reports received it would appear that there is sold in this county about 37,000 pounds of butter substitutes, of which 11 per cent is sold to country trade and 89 per cent to city trade. One dealer explains at some length that country butter received is not fit to resell to them and to the community of handling the largest possible amount of home grown products. How to overcome this is a subject for serious consideration and an organized effort to cure.

The report shows the use of 230,700 pounds of meat of which 26 1/2 per cent was home cured and 73 1/2 per cent was packing house cured. Nearly all meat markets receive some meat themselves while practically all grocers purchased from packing houses. Inquiries developed the fact that some meat markets home cure all cured meats sold by them. What further development there might be in the home cured meats did not appear from this survey.

The following is a letter from one of the large dealers in meats and vegetables in the county: Your questionnaire does not give me space enough, so I will take the liberty to give you a little information by letter.

It is no doubt that your questionnaire is intended to get information as to how much of the products shipped in here can be raised in our own county and why it is not.

First let me state that we handle considerable fruits and vegetables as well as our meat products and our experience has been that the farmers need education along the lines of marketing their products. Their products are not delivered to us properly in a good many instances which makes the sale of same very hard and in many other instances they market to us when we have already bought from the outside and unable to cancel our order.

Organization Needed. It is believed that a great deal can be done if the farmers could be brought in a more close touch with the merchants, to give them an idea as to the merchant's wants and when they need it and how. In other words if the Chambers of Commerce or any other civic organization was to ask the granges to meet with them every once in a while, or some other meeting be held by those interested. It is believed that a great deal could be done.

A lot can be done at the community fairs in the way of explaining how to pack the different kinds of products, so that same will bring a better price and the idea of getting in touch with the merchant before the products is ripe and contract to sell so that instead of the merchant buying outside he knows that he has some home bought and will give the home farmer the first chance.

This is our trouble and the remedy is easy, but it takes work and someone that is interested in this line. As far as we are concerned, we always give our farmers the benefit, but as stated above we handle all the vegetables obtainable in season and about 90 per cent is from the outside, where it should only be 10 per cent.

Yours very truly, And again we have the following comment of another dealer who has been in business in one of our small towns for some years past:

For a few months in the spring and summer we ship in very few vegetables of any kind. We handle all the country produce that it is possible for us to handle. We buy all the eggs and butter that is produced for sale. Most of this butter is shipped out because it is not fit for local consumption.

Fishing Big Industry. The data collected by the Chamber of Commerce regarding the fishing industry, shows that over two hundred men are employed in that business in the county. The committee report is as follows:

The Committee on Commercial Fishing beg leave to submit the following facts which we have obtained regarding that industry in this county.

All, or nearly all, of the commercial fishing in Douglas County is confined to the coast and Umpqua River about Reedport.

**Hall's Catarrh Medicine**

is a Combined Treatment, both local and internal, and has been successful in the treatment of Catarrh for over forty years. Sold by all druggists.

F. J. CHENEY & CO., Toledo, Ohio and Gardner. Official reports show that during the year from May 1, 1924, to April 30, 1925, canneries and regular dealers handled:

Pounds	
Chinook Salmon	358,223
Silversides	91,581
Silversides	2,456,918
Chums or Dog Salmon	3,207
Sturgeon	2,522
Shad	419,082

and that individuals and irregular dealers handled a total of 639,487 pounds of all varieties of fish. That all employed the year round 200 fishermen, 50 dealers and assistants and helpers. Two hundred men are employed portions of the year during the height of the season. A total of people in the past depending upon fish in Douglas County is more than a thousand. The period ending May 1, 1925, shows a payroll of \$200,000 and a total of fresh fish and fish products handled show \$400,000.

The crab is next to the fish in importance and shows a business of about \$80,000 for that year, while other sea food amounts to a total of about \$20,000. The showing made so far this year would indicate that the year ending April 1926, would be nearly 50 per cent larger than past years or that our business in commercial fishing might be expected to reach a total annually of three fourths of a million dollars, on which at least 1500 people would depend for their living, people who do not produce anything in the way of farm products for themselves.

It does not seem likely that the industry can be very largely developed beyond the above figures for the present, indeed it will keep the hatcheries busy to maintain this output.

Every farmer in Douglas County has some interest in maintaining this local market and in taking full advantage of the opportunity offered him.

Mining Report Given. Mining has perhaps the greatest future of any industry in the county, the report on that project shows:

This report is as follows: Mining is the earliest commercial industry followed by white



**Where fireplace don't reach your Oil Heater does**

Pearl Oil in a portable oil heater is an auxiliary to the fireplace and furnace, and of many daily uses—warmth to dress by, bathe, or dine, etc.

Pearl Oil is the highest-grade kerosene only—refined and re-refined by the Standard Oil Company's special process. Clean burning—no oily odor—and it won't corrode the heater! Ask for Pearl Oil by name!



**PEARL OIL**  
(KEROSENE)  
**HEAT & LIGHT**



**Only 5 weeks 'till Christmas**

**START YOUR SHOPPING NOW**  
OUR DISPLAYS ARE READY

**Practical Gift Goods**

We have always featured a big line of all kinds of gift goods of a practical nature. Gifts in dry goods, hosiery, hdks., knit wear, scarfs, etc. Gifts in notions, garters, novelties, toilet goods, sundries, etc. Gifts in china, fancy glass, Japanese wares, baking ware, etc. Gifts for the kitchen, aluminum, tin, granite utensils, etc. Gifts in stationery, box papers, fountain pens, cards, etc. Gifts in jewelry, in men's goods, in infants' wear, etc., etc.

**Bigger and Better Toyland**

You will readily see the result of our syndicate buying power, up to the minute goods at low prices. Dolls: the new "baby" dolls, "mama" dolls, stuffed toys, wheel goods, scooters, baby carriages, wagons, etc. Iron toys, tractors, fire engines, horses, banks, etc. Books and games, a big line to keep the children amused. Toy Furniture, dining sets, bureaus, cedar chests, etc. Import toys, big tables of 5c, 10c, 15c goods. Big value goods.

**TRY US FIRST FOR GIFT ITEMS**

**CARR'S**

Roseburg's Popular Christmas Store Bigger and Better Than Ever  
Directly Across the Street from the New Douglas National Bank

**DRUSES IN FAVOR OF PEACE ONLY ON AUTONOMY BASIS**

DAMASCUS, Syria, Nov. 19.—The center of interest in the Syrian trouble has shifted from Damascus. Most of the insurgents are reported to have migrated to the north toward Homs or to the southwest toward southern Lebanon.

The fall of Merpi Ayah to the Druses and Bedouins brings southern Lebanon into the forefront because of the restlessness of the Metwallis, and it increases the danger of an important operation in that area should the Metwallis join the Druses.

The tendency of the inhabitants to defend their villages against Druse invasions is a factor, but this defense quickly evaporates if the Druses appear in strength.

Said Attrash and his followers have been accused of committing

excesses in Kawkaba, where it is alleged they killed women and children, but it is difficult to obtain reliable information and stories of such excesses should be received with reserve.

Druse notables informed the correspondent today that the report they were prepared to negotiate peace was nothing new as they recently had expressed the willingness to enter negotiations with the French on a basis of complete autonomy.

Damascus is quiet.

HELLO BILL! Cheer up. Will expect you with lots of pep and a big smile to attend a real dance at Elks hall this week, Thursday. Lunch will be served.

Proof of the pudding is in tasting—whether buyer or seller—read the classified ads

WITH so many tasks we can't dodge, what a relief it is to find some way to simplify holiday planning.

Especially the baking! And that's exactly where this Sperry Master Recipe fits in. One recipe yet it can be the base of all your special baking, except pies. And with it you can do your baking in advance.

It's for Pound Cake, Fruit Cake, Plum Pudding, White Fruit Cake, Spice Cup Cakes, and Tea Wafers! Try it and see

what a help it is. Do your holiday baking now.

How can I help you?

Perhaps some particular problem on the preparation of a holiday dinner is worrying you? Do you want a new menu? A surprise dish you've never made before? Do you know the latest mode of table setting? If you'll tell me just what you want I'll gladly do my best to help you.

Don't hesitate to write. You'll not be obligated in any way. Sperry has made my service available to you free.

**FOR THE HOLIDAYS**  
—six treats from this one Master Recipe

The Sperry Master Recipe

**POUND CAKE—bread pan size**

1 cup butter  
1 1/2 cups sugar  
2 cups Sperry Drifted Snow Flour  
5 eggs  
1/2 teaspoon baking powder  
1 teaspoon each lemon and vanilla extract

Cream butter alone till it can be beaten with a spoon, then add sugar gradually, beating mixture until creamy. Separate eggs; beat yolks until thick, and whites until stiff. Add beaten yolks to the creamed butter and sugar; mix well, then add portion of the flour. Stir (do not beat) until smooth, then fold in a portion of the stiffly beaten egg whites. Continue to fold in flour and egg whites alternately; add flavoring, and pour into an ungreased paper lined pan. Bake in a very moderate oven (325° F.) one hour for square or round cake and longer if a deep bread pan is used. Cool thoroughly before cutting. Keeps moist and fresh two weeks at least.

NOTE: All measurements are level, flour is sifted once before measuring. Use half pint measuring cup.

**White Fruit Cake**  
With cider or coffee, how it will delight your guests! Prepare the Master Recipe and add the following ingredients, lightly floured, after the cake is mixed: 1/2 cup finely shredded citron; 1 cup bleached Sulphur raisins; 1/2 cup shredded blanched almonds. Bake as for Pound Cake, the Master Recipe.

**Spice Cup Cakes**  
Each tempting little cake—conquers those get enough! Prepare the Master Recipe. When sifting flour add 1 teaspoon each of nutmeg and cinnamon and 1/2 teaspoon each clove and allspice. Fill ungreased muffin paper full of mixture and bake in a slow oven (325° F.) for about 45 minutes. A cupful of raisins, nuts or shredded citron may be added.

Write for other recipes

Adaptations of this Master Recipe for Fruit Cake, Plum Pudding, and party Tea Wafers will gladly be sent upon request. Also a FREE copy of a brand new booklet to help you in all your baking—"EIGHTY Food Delights from EIGHT Master Recipes." Write today. Address Belle De Graf, Sperry Flour Co., San Francisco, Dept. 9601-B.

**SPERRY HOME SERVICE BUREAU**  
Mrs. Belle De Graf, Director



The flour I use

That it pays to use the highest quality ingredients I am firmly convinced. If there's ever a time to take chances it certainly isn't at the holidays.

Therefore, I suggest that you use these recipes exactly as given—with Sperry Drifted Snow Flour. I've used this flour for over 12 years because it is so remarkably uniform. I can be sure of good results with it.

BELLE DE GRAF



**Turkey Prices Today**

PORTLAND, Ore., Nov. 19.—Local jobbers and commission men are getting out the bulk of their outside turkey shipments today. Another day will see the windup of shipments to other consuming markets and arrivals from them on will be held for the local trade.

Receipts of turkeys are not very heavy but run mostly to prime birds now. Few culls are coming in this year as compared to previous seasons and growers are also showing more care in preparing and packing the birds for shipment. This is showing up in the quality of turkeys offered here.

Prices today are about steady at 41 to 42c for fancy dressed stock. Number twos are slow with prices ranging all the way from 34 to 38c. All lines of both live and dressed poultry are firm. Receipts are fairly good but only sufficient for the requirements. Live hens are selling at 18 to 19 cents for light birds and 26 to 27c for heavies. Springs quoted at 24 to 26c for heavy birds and 25 to 29 cents for the broiler type.

San Francisco—Turkeys, young live 35@42c; old 34@38c; dressed young 48@50c; old 44@46c; culls 35@38c.

Seattle—Dressed turkeys, 40@42 cents; live 35@37c.

CHICAGO, Nov. 19.—There is a crop shortage of almost 50 per cent in Thanksgiving turkeys, but prices will be only a few cents a pound higher than last year, commission men said today. In this territory, a turkey will cost around 58 cents a pound at the corner grocery store this year, about five cents higher than last year. In the northwestern states of Minnesota, the Dakota, Montana and Wyoming, which raise about one-fourth of the country's supply, unfavorable weather killed most of the early hatched birds, and that section is about forty per cent short of last year. The central west, which markets most of the Christmas turkeys, has the nearest to a normal crop, but is still much below last year.

**Just ask for it!**

You may have SCHILLING Cinnamon instead of the ordinary kind if you only ask for it. There is a vast difference in purity and flavor. Ordinary cinnamon is flat in flavor by comparison. Try it!

Tea Coffee Baking Powder Extracts Spices

**Schilling Cinnamon**

Pepper Nutmeg Sage Allspice Ginger Cinnamon Mustard Mace and 11 others

KING'S MOTHER ILL.  
(Associated Press Licensed Wire.)  
LONDON, Nov. 19.—Dowager Queen Alexandra, mother of King George, is critically ill from a heart attack. It is officially announced.